Cloud born, real-time Passenger Information, delivered onboard

The public transport authority – Östgötatrafiken is providing public transport in their region. About 350 vehicles are operated, mostly buses but also trams and coaches. When inspecting the efficiency of passenger information systems locally installed on the vehicles the rate of successful signage was as low as 36%. To address this Östgötatrafiken looked for a system where the information is centrally generated but presented locally, where everything is logged and measureable using IoT technologies. Enter Gaia Public Transport, a cloud based Passenger Information system with built-in IoT device management using Microsoft Azure.

At-a-glance:

Customer: Östgötatrafiken AB

Website: https://www.ostgotatrafiken.se

Customer Size: 1.6 BSEK, 167 employees

Country: Sweden, Östergötland

Industry: Public Transportation

Products and Services: Microsoft Azure

Gaia, Östgötatrafiken, & Microsoft Azure

Customer challenges

Östgötatrafiken is the Publice Transport Authority (PTA) in the region of Östergötland, Sweden. Their mission is to provide *accessible*, *comfortable* and *safe* public transportation to the citizens.

Most solutions for passenger information on the market is based on a local systems onboard the vehicles. This makes it hard to track the actual efficiency of the information delivery. When Östgötatrafiken conducted a study, inspecting the vehicles, they realized passenger information efficiency was as low as 36%. Östgötatrafiken started looking for a cloud based solution with minimum hardware footprint on the vehicle.

Partner Solution

Gaia Public Transport (GPT) is a cloud based Passenger Information system that ingests real-time vehicle position data and real-time trip data from national endpoints for open transport data or from on-prem systems. Passenger information for signage and audio alerts is generated in real-time and distributed to simple IoT devices on the vehicles as well as to web and passenger smartphone apps. GPT is built on top of Microsoft Azure's platform services which ensures for scalability, stability and performance. The IoT devices in the vehicles are using Azure IoT services for highly secure communication, device management and app deployment.

Customer Benefits

By implementing Gaia Public Transport in their operation Östgötatrafiken have been able to not only measure the efficiency of their passenger information delivery but also identifying unknown problems in other system further down the value chain. By using simple, off-the-shelf IoT devices as actors in the vehicles instead of complex expensive purpose built hardware, Östgötatrafiken is able to save a lot of money. The savings are not just on the hardware itself but also on maintenance as the IoT devices in combination with Azure IoT Services enables remote management and monitoring.

"We can do proper analyzes of different flows, which has been extremely difficult to obtain in our old systems".

"This system offers better opportunities to introduce future new services that customers want, so that we can strengthen the customer experience for Östgötatrafiken in the long term, which feels promising".

"For us, it is crucial that the solution is a cost-effective and flexible platform that enables future-proof further development."

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